

ORDER



WAVY

Orders
Order / Rev: 197424
Alt Order #: 06839845
Product Desc: 8/21-8/27 SCOTT RIGELL
Estimate: 2725
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/09/12 / 08/09/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: American Media & Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Rigell for Congress (R)
Demographic: A35+
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: SP10547
Agency External ID: IN16043/SP10305

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	14	\$6,625.00	\$5,631.25
08/27/12	08/27/12	3	\$2,450.00	\$2,082.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	14	\$6,625.00	\$5,631.25	0.00
September 2012	3	\$2,450.00	\$2,082.50	0.00
Totals	17	\$9,075.00	\$7,713.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	41%	\$9,075.00
Market	100%	\$22,134.15

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	1%	\$221.34
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$4,648.17
WTVZ	2%	\$442.68
WVBT	11%	\$2,434.76
WVEC	24%	\$5,312.20

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/22/12	08/22/12	WAVY News @ Sunrise	CM	5a-6a	--W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News @ Sunrise															
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----			1		\$500.00		0.00				
E 2	WAVY	08/24/12	08/24/12		CM	6a-7a	----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY 6AM News WAVY 6AM News														
WAVY NEWS-6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	----F--				1	\$1,500.00		0.00			
E 3	WAVY	08/21/12	08/21/12	WAVY Early Today New6M	CM	430-5a -T-----	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
WAVY News 430-5am														
WAVY NEWS-430A<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-T-----				1	\$125.00		0.00			
E 4	WAVY	08/23/12	08/23/12	WAVY Early Today New6M	CM	430-5a ---T---	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
WAVY News 430-5am														
WAVY NEWS-430A<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	---T---				1	\$125.00		0.00			
E 5	WAVY	08/26/12	08/26/12	WAVY Early Today New6M	CM	430-5a -----S	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
WAVY News 430-5am														
WAVY NEWS-430A<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S				1	\$125.00		0.00			
E 6	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 6a	CM	6a-7a -----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
WAVY News 10 Sa 6a														
WAVY NWS SAT6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-				1	\$300.00		0.00			
E 7	WAVY	08/26/12	08/26/12	WAVY News 10 SundayGM	CM	7a-8a -----S	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
WAVY News 10 Sunday 7a														
WAVY NWS SUN7A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S				1	\$400.00		0.00			
E 8	WAVY	08/21/12	08/21/12	WAVY News 10 @5p	CM	5p-530p -T-----	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
News 10 @5p														
WAVY NEWS10-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-T-----				1	\$900.00		0.00			
E 9	WAVY	08/27/12	08/27/12	WAVY News 10 @5p	CM	5p-530p M-----	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
News 10 @5p														
WAVY NEWS10-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----				1	\$900.00		0.00			
E 10	WAVY	08/21/12	08/21/12	WAVY News 10 @6p	CM	6p-630p -T-----	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
News 10 @6p														
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-T-----				1	\$1,500.00		0.00			
E 11	WAVY	08/25/12	08/25/12	Sa 7-8p	CM	7p-8p -----S-	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
Sa 7-8p														
ENT TONITE60 W														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-				1	\$200.00		0.00			
E 12	WAVY	08/27/12	08/27/12	LN M-F	CM	11p-1130p M-----	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
M-F News 10 @11														
WAVY NEWS10-11<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----				1	\$1,200.00		0.00			
E 13	WAVY	08/22/12	08/22/12	Tonight Show/Jay Leno	CM	1134p-1237a --W----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
Tonight Show w/Leno														
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	--W----				1	\$350.00		0.00			
E 14	WAVY	08/24/12	08/24/12		CM	1134p-1237a ----F--	:30	1	\$350.00	P2	0.00	NM	1	\$350.00

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				Tonight Show/Jay Leno										
				Tonight Show w/Leno										
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	----F--		1		\$350.00		0.00				
E 15	WAVY	08/27/12	08/27/12	Tonight Show/Jay Leno CM		1134p-1237a M-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
				Tonight Show w/Leno										
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1		\$350.00		0.00				
E 16	WAVY	08/22/12	08/22/12	WAVY Early Today New6M		430-5a --W----	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				WAVY News 430-5am										
WAVY NEWS-430A<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----		1		\$125.00		0.00				
E 17	WAVY	08/23/12	08/23/12	WAVY Early Today New6M		430-5a ---T---	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				WAVY News 430-5am										
WAVY NEWS-430A<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---T---		1		\$125.00		0.00				
Totals												17	\$9,075.00	